

"Airstream Parks Showcase" special ad section

Closing dates

Cover date	Space reservations	Ad materials due	Mail date
Winter, 2008	September 1, 2007	September 8, 2007	November 1, 2007
Spring, 2008	December 1, 2007	December 8, 2007	February 1, 2008
Summer, 2008	March 1, 2008	March 8, 2008	May 1, 2008
Fall, 2008	June 1, 2008	June 8, 2008	August 1, 2008
Winter, 2009	September 1, 2008	September 8, 2008	November 1, 2008

For dates falling on weekends or holidays, the deadline is the next business day.

Ad specifications

All ads in Showcase must be 3.375" wide by 4.375" tall.

Acceptable file types: High resolution PDF files (must be CMYK, not RGB or spot color); 4.1 Quark Xpress; 9.0 1 Adobe Illustrator files; EPS and TIFF files. All line art must be scanned at 1200 dpi, 4-color and halftones scanned at 300 dpi.

Ad materials can be emailed to the address below, or uploaded to our public FTP site. Ad materials can also be shipped on 100M ZIP disk or CD-R.

Send ad materials to:

Lisa Coe
Ellicott Design
243 Willow Ave
Bradford, MA 01835
(978) 373-6825

Email: lisa@airstreamlife.com

Ad production fees

For this special advertising section, all ads are ¼ page boxes. If you can produce an ad to our specifications (above), there is no extra charge. If you need an ad made, production charges, including typesetting and layout/design of ad are \$ 85.00 (one-time) and will be invoiced. We'll work with you to come up with an ad that works for your Airstream park. Changes to ads after the first insertion may also incur a nominal charge.